

Matching Gifts Program.

To promote and encourage individual giving, the New York Life Foundation matches gifts made by eligible New York Life employees, Agents, and retirees to eligible elementary, secondary, higher educational institutions, and childhood bereavement programs.

Eligible donors.

Any individual associated with New York Life Insurance Company or certain subsidiaries, who, at the time the gift is made, is either a:

- Full-time or part-time employee (working more than 20 hours a week)
- Retired employee;
- Proactive Agent who is a current member of one of the Councils; OR
- Life Member of the Councils.

Eligible institutions.

- Public and private elementary and secondary schools and foundations receiving funds for the school or school district, and their PTAs and PTOs. Private secondary schools must be fully accredited or have been awarded pre-accreditation.
- Degree-granting four- or two-year U.S. private and public colleges and universities, including their professional or graduate schools that are fully accredited or have been awarded pre-accreditation by one of the six regional accrediting agencies recognized by the U.S. secretary of education.
- The American College.
- Institutions must also be classified by the Internal Revenue Service as tax-exempt public charities, contributions to which are deductible for federal income tax purposes.
- Childhood bereavement programs

Eligible contributions.

To be eligible for matching, a contribution must meet all of the following requirements:

- The contribution must be made from the personal assets of an eligible donor directly to the recipient institution. The contribution must be paid, not merely pledged, and in the form of cash, check, or publicly traded stocks that are listed on one of the major exchanges. The value of the stocks will be determined by the closing price on the donor's date of gift.
- The gift must be a charitable contribution. If the donor, any member of the donor's family, or any individual designated by the donor receives a benefit of more than nominal monetary value in return for, or as a result of, the contribution and/or the foundation's match, the contribution does not qualify as a charitable contribution under the terms of this program. The check must be made payable to an eligible institution (not an alumni association, athletic or booster club, etc.), or in the case of a public institution, its tax-exempt foundation.

Ineligible contributions.

The following will not be matched:

- Payments for tuition, books, or fees, or those made in lieu of other such student-related expenses.
- Deferred or pledged gifts.
- Bequests.
- The foundation cannot match any part of a charitable contribution if its match is being used to relieve the donor of a financial obligation – i.e., if the donor anticipates the matching gift will account for a portion of the amount he or she has pledged. In other words, the foundation's incremental increase (matching gift) cannot be part of the pledge, only an addition to it.
- Gifts of real or personal property (other than those indicated as eligible under this program).
- Repayment of loans.
- Tickets for cultural, social, or athletic events; or benefit luncheons or dinners.
- Gifts for the private benefit of specific individuals.
- Gifts made by nonemployee spouses or children of eligible donors.
- Gifts made by others, including personal or family foundations.
- Subscription fees for publications.
- Gifts made in lieu of personal tithes, pledges, or other financial commitments to a church or other ineligible institution.
- Dues or gifts to clubs, fraternities, sororities, classes, or alumni groups.
- Gifts for non-scholastic programs such as athletics (including athletic scholarships or any programs limited exclusively to student athletes) or physical facilities used for such purposes.
- Gifts made to separately incorporated fund-raising entities such as booster clubs, alumni associations, or foundations (the only exceptions being general-purpose foundations that exist at some publicly supported colleges and universities, and foundations receiving funds for a school or school district).
- Gifts to institutions that discriminate on the basis of age, citizenship, color, ethnicity, gender, marital status, physical or mental disability, political affiliation, race, religion, sexual orientation, gender identity or veteran status.
- Organizations that fund terrorist groups or activities.
- Gifts through which, in themselves or in combination with the foundation's matching gift, the donor will receive benefit of more than nominal monetary value, such as tickets to athletic events, options to purchase such tickets, or charity sales or auctions.
- Gifts made with funds provided to the eligible donor by others for purposes of qualifying under this program and similar gifts, even though they produce ultimate financial benefit for the institution.
- Two individuals may not apply to match the same gift.



General provisions.

Total contributions of an individual donor may be matched by the foundation up to a maximum of \$5,000 per calendar year. The donor's annual limit is determined by the date the receipt of the gift is input into the NYLGiving.com site. Applications must be submitted within six months of the date of the gift to be eligible for matching.

- The foundation will match on a 1:1 basis in a calendar year (provided that the match does not exceed the foundation's maximum payout per individual).
- The foundation's match will be unrestricted and made directly to the recipient institution.
- The foundation's match is made on a monthly basis. All applications received by the 20th of each month will be paid out the following month.
- Year-end gifts must be in the NYLGiving.com site by December 20 to be included in the 2014 calendar year match cap of \$5,000. Gifts received after December 20 will be part of the following year's match cap of \$5,000.
- The donor will be notified in instances in which the gift is not approved, the application is incomplete, or the information provided by the donor and institution is inconsistent.

Conditions.

The foundation reserves the right to suspend, amend, revoke, or terminate this program at any time. The interpretation, application, and administration of all matters pertaining to the program shall be determined by the foundation, and its decisions shall be final.

If a matching gift is at any time found to have been generated by an ineligible donor or contribution, the foundation will expect the return of its gift.

The foundation reserves the right to audit institutional records and documents pertaining to this program and to request any supporting donor documentation it considers necessary.

If total gifts exceed the maximum amount allocated by the foundation for this program in any given year, the matching gifts made by the foundation may be apportioned in such manner as its board considers equitable.



Matching Gifts Program request form.

First Name: _____ Last Name: _____

Please print clearly.

Email: _____ Phone: _____

Match Request.

Please complete a separate form for each match you are requesting.

Educational or childhood bereavement institution name: _____ EIN if known: _____

Educational or childhood bereavement institution address: _____

Amount you gave: \$ _____ Date you gave: _____ Match request: \$ _____

Gift Receipt:

I have attached a copy of my gift receipt.

I will fax my gift receipt separately to the number below.

I will email/mail/deliver my gift receipt separately to the address below.

Signature:

I certify that this gift meets all the conditions of the program, including the stipulation that neither I nor any member of my family, nor any individual designated by me has received or will accept a benefit of more than nominal monetary value (including tuition) in return for or as a result of this gift and/or its matching by the foundation, and that it is my personal contribution and that it is not, in whole or in part, the gift of another individual or the sum of the gifts of other individuals, nor is this gift being made from a business account.

Date: _____

Please fax, email, mail, or deliver this form and a copy of the gift receipt to:

Email: nylffoundation@newyorklife.com

Fax: 212-576-5166

Mail or Delivery: New York Life Matching Gift Program

51 Madison Avenue, Room 1116

New York, NY 10010

For more information, please contact the Matching Gift Program via phone at (212) 576-7341 or via email at nylffoundation@newyorklife.com.



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